

- N.C. travel and tourism generates \$22.2 billion a year in total economic demand.
- This economic activity sustains 378,000 jobs, and 8.6 percent of all wage and salary employment in the state is directly or indirectly dependent on tourism. Nearly \$10 billion in compensation is generated by tourism demand.
- Including indirect and induced impacts, tourism in North Carolina generates \$2.6 billion in state and local taxes and \$2.7 billion in federal taxes.
- Tourism saves every North Carolina family \$360 per year in taxes.
- North Carolina enjoys a more than 15-to-1 return from tax dollars invested in paid media advertising.

### **National Travel Facts**

- America benefits from \$1.7 trillion in economic output generated by travelers. More than 10 million people depend on travel for their jobs.
- Spending by travelers generates \$111 billion in tax revenue for local, state and federal governments. The average American household pays \$950 less in taxes every year because of travel in the United States.
- In challenging economic times, promoting and increasing travel is a proven way to boost the economy. Travelers spend money on hotels, restaurants, businesses and attractions.
- When overseas travelers visit the U.S., they stay longer and spend more than any other visitors, on average about 16 nights with spending in excess of \$4,000 per visit.

For more information on National Travel and Tourism Week, go to [www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/TourismEvents/NationalTourismWeek2010.htm](http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/TourismEvents/NationalTourismWeek2010.htm)

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